

Application of Artificial Intelligence in Employee Relationship Management

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Abstract: This study will explore the application of Artificial Intelligence in Employee Relationship Management. This will include three specific applications of AI in employee satisfaction surveys, employee benefits management and employee communication and feedback. Overall, the purpose of this study is to gain a comprehensive understanding of the application of AI in human resource management, especially in employee relationship management, and to provide decision support and references for decision makers in related fields for future directions.

Keywords: Artificial Intelligence, Employee Relations, Satisfaction, Benefits Management, Communication and Feedback.

1. Introduction

Artificial Intelligence (AI) is a technology that simulates human intelligence and is able to achieve autonomous information processing and problem solving by modelling human learning, reasoning and decision-making processes. In human resource management, the application of AI brings many new opportunities and challenges to organisations, especially it can improve the effectiveness of employee relationship management. In employee relationship management, AI can automatically analyse the results of employee satisfaction surveys using technologies such as natural language processing and sentiment analysis, helping organisations to identify problems in a timely manner and take appropriate improvement measures. In addition, AI can provide support for employee benefits management and communication feedback through automation to improve employee engagement and satisfaction.

2. Application of Artificial Intelligence in Employee Satisfaction Survey

The application of artificial intelligence in human resource management has become one of the hot areas of current research. The application of AI in employee satisfaction surveys is also a compelling topic. Employee satisfaction is an important indicator of the degree of satisfaction of the employees of an enterprise with the working environment and treatment, and for enterprises, understanding the situation of employee satisfaction can help them better improve working conditions and promote employee welfare. The application of artificial intelligence in employee satisfaction surveys is precisely to assess employee satisfaction more accurately and efficiently.

Firstly, AI can analyse and process employees' opinions and suggestions through natural language processing technology. Many organisations conduct regular employee satisfaction surveys to find out how satisfied employees are with their work environment, compensation and benefits, and development opportunities. However, manually analysing huge amounts of survey data is a tedious and time-consuming task. By using AI technology, a large number of employee responses can be automatically categorised and collated to extract key messages and common issues. In this way, HR

departments can more easily access employee opinions and quickly make improvements and adjustments accordingly.

Secondly, AI can also quantitatively assess employee satisfaction through the technology of sentiment analysis. Sentiment analysis is a technical tool that can determine the level of employee satisfaction based on the semantics and emotional expression in their answers. Through machine learning methods, AI can identify words and phrases with positive or negative emotions in an employee's response to assess satisfaction. The application of this technology can help HR departments understand the overall situation of employee satisfaction more objectively, providing a scientific basis for formulating employee welfare policies and improving the working environment.

In addition, the application of artificial intelligence in employee satisfaction surveys can also improve the participation rate and feedback speed of the survey through automation. Traditional employee satisfaction surveys often require employees to fill out paper questionnaires or online surveys, but many employees are busy with their work or are not interested in survey feedback, resulting in low participation rates. With AI technology, on the other hand, personalised questionnaires can be sent to employees through an intelligent push system to remind them to participate in the survey, and the results can be automatically collected and collated within a certain period of time. In this way, it can not only save the time and energy of the HR department, but also improve the enthusiasm of employees to participate in surveys and feedback.

In summary, the application of artificial intelligence in employee satisfaction surveys can help companies more accurately understand the degree of employee satisfaction with the work environment and treatment. Through natural language processing and sentiment analysis technology, employee opinions can be automatically classified and quantitatively assessed, providing a scientific basis for enterprises to formulate improvements and adjustments. In addition, the participation rate and feedback speed of the survey can be improved through intelligent push systems and automated data collection. Therefore, the application of artificial intelligence in employee satisfaction surveys has a broad development prospect and is of great significance for enterprises to improve employee satisfaction and overall work efficiency.

3. Application of Artificial Intelligence in Employee Welfare Management

The development of artificial intelligence is getting deeper and deeper, which also brings revolutionary changes to the field of human resource management. Employee benefits management, as an important aspect of human resources management, has also begun to gradually introduce artificial intelligence technology to provide more personalised and efficient benefits services.

First of all, the application of AI in employee benefits management is mainly reflected in benefits selection. The traditional employee benefit selection process requires employees to fill out questionnaires or communicate with the human resources department in order to understand the needs and wishes of the employees, and then select suitable benefit programmes based on the employees' feedback. With AI technology, however, it can provide employees with personalised benefit selection suggestions by analysing their personal information, consumption habits, preferences and other data, combined with big data analysis and machine learning algorithms. For example, the system can recommend suitable welfare projects based on the employee's age, gender, family status and other information, improving the accuracy and satisfaction of welfare selection.

Secondly, AI can also be applied to the process of issuing benefits in employee benefits management. Through AI technology, the automation and intelligence of welfare issuance can be realised. For example, an employee welfare management system can be established to match employee welfare issuance information with relevant data through an automatic identification system to achieve the function of automatic welfare issuance. This can not only improve the efficiency of welfare issuance and reduce the work pressure of the human resources department, but also reduce the errors and mistakes caused by human factors and improve the quality of welfare management.

Again, AI technology can also be applied to the evaluation and optimisation process of employee benefits management. Through the analysis and prediction of AI algorithms, the use of employee benefits can be monitored and evaluated. For example, it can analyse the frequency of use, satisfaction and changes in demand of employees for different benefit programs, and provide HR departments with reasonable suggestions for benefit adjustments. In addition, AI can also provide employee welfare counselling and guidance services through technical means such as chatbots to increase employees' understanding and knowledge of welfare.

In conclusion, the application of AI in employee benefits management provides companies with more personalised, convenient and efficient benefits services. It not only improves the accuracy and satisfaction of benefit selection, but also reduces the work pressure of HR departments and improves the quality of benefit management. Therefore, the application of artificial intelligence in employee benefits management has a bright future and is worthy of further research and application.

4. Application of Artificial Intelligence in Employee Communication and Feedback

The application of artificial intelligence in employee communication and feedback refers to the improvement and

optimisation of the communication and feedback process between employees within an organisation through artificial intelligence technology. In modern enterprises, employee communication and feedback is an important part of the internal functioning of the organisation, and plays a crucial role in building good working relationships, promoting teamwork and improving employee effectiveness. Traditional communication methods are often limited by time and space, inefficient and prone to misinformation and other problems. Therefore, it is necessary to use the power of artificial intelligence to improve employee communication and feedback mechanisms.

First of all, artificial intelligence can achieve intelligent employee communication through speech recognition and natural language processing technology. For example, speech recognition technology can be used to convert speech into text, making it possible for employees to communicate effectively with each other through voice messages without the need for face-to-face or through text chat. This type of intelligent employee communication can help reduce the time and space barriers to communication and improve the efficiency and accuracy of communication.

Secondly, the application of AI in employee feedback is also very promising. The traditional way of employee feedback often requires evaluation and feedback from superiors or colleagues, but due to factors such as personal subjective factors and time constraints, it may lead to problems such as inaccurate or delayed feedback. AI, on the other hand, can provide immediate, objective and accurate feedback by analysing employees' work data and behaviour. For example, AI technology can automatically analyse employees' work reports, work performance and interaction data to evaluate and provide feedback on employees' work. This approach not only solves the many problems of traditional feedback methods, but also helps employees understand their own performance in a timely manner, so that they can adjust their work strategies and improve their work efficiency.

In addition, AI can also promote communication and collaboration among employees through intelligent employee communication tools and platforms. For example, intelligent employee communication tools can connect employees with relevant teams, projects or experts through intelligent recommendation and matching algorithms to promote knowledge sharing and information flow. Such intelligent employee communication tools can not only enhance communication and collaboration among employees, but also improve the team's innovation ability and overall work efficiency.

In summary, the application of artificial intelligence in employee communication and feedback has a broad development prospect and great potential. With the help of AI technology, an intelligent employee communication and feedback mechanism can be realised to improve the efficiency, accuracy and convenience of communication. Therefore, the application of AI to employee communication and feedback has a positive significance in improving working relationships within organisations, promoting teamwork, and increasing employee work effectiveness. However, the application of AI also faces some challenges, such as data privacy, ethics and morality, so it is necessary to balance the relationship between scientific and technological progress and human dignity and rights in practical application to ensure that the application of AI better serves the goals and

values of human resource management.

5. Conclusion

In terms of employee relationship management, artificial intelligence has a wide range of applications in employee satisfaction surveys, employee welfare management and employee communication and feedback. Through the application of AI technology, enterprises can understand the satisfaction and needs of employees more timely and accurately, providing enterprises with a scientific basis for human resources decision-making. In addition, AI can provide personalised benefit options and services for employees through an intelligent employee benefit management system, improving the quality and satisfaction of employee benefits. At the same time, AI can also improve the efficiency and quality of communication between employees and managers through technologies such as natural language processing and chatbots, and promote employee feedback and engagement.

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